



**Interview with Martin Limbeck (entrepreneur, sales expert, author)
on the occasion of the Sales Excellence Congress on November 18, 2022 in Vienna**
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IC: How to sell in times of rising prices?

MARTIN LIMBECK: The current economic situation is challenging across all sectors, no question about that. But burying your head in the sand because of it cannot be a solution. Price adjustments are usually the only way to absorb rising costs due to inflation, energy prices and uncertain supply chains and remain profitable. Of course, this is not a pleasant starting point. Many sellers worry that they won't get any sales at all if they have to adjust their prices. But in my opinion, this is a misconception.

Now it's even more important that you appear confident as a salesperson. Throwing around discounts is not the solution. In my experience, this only triggers a downward spiral from which you can no longer escape. As a salesperson, it is crucial to prepare even better for the appointments. On the one hand, to be able to routinely counter objections such as "too expensive". On the other hand, however, you also need to be able to present a confident benefit argument that gives the customer security and confidence from the outset.

IC: How will inflation change sales in the long run?

MARTIN LIMBECK : Inflation, higher prices and other uncertainties require salespeople to be even more tactful when communicating with customers. And that in face-to-face meetings as well as remotely. I think that in the future, even more appointments will take place online to save costs and increase efficiency. In my opinion, this makes it even more urgent for companies to invest in the further training of their sales staff, even in challenging times. Because customers will look even more closely due to the adjusted prices and will only buy if they have the feeling that they have a trustworthy partner at eye level - and of course the right product or service for the existing challenge.

IC: In your book "Dodoland - Uns geht's zu gut!", you say that the economy today is sometimes going downhill due to a lack of entrepreneurial thinking - would you also link this phenomenon to the current inflation?

MARTIN LIMBECK: Absolutely! The media is currently buzzing about the phenomenon of "quiet quitting," which means something like "duty by the book. As a result of the current challenging situation, there seem to be more and more employees who are no longer willing to go the extra mile. I experience this myself. Of course I know that you can't expect your employees to think entrepreneurially across the board. But right now, you need people who don't just look out for themselves, but also lend a hand when a colleague needs support and so on, so that the store can still run. Of course, it's crucial that you not only make demands, but also set a good example. And as a family business owner, I also see it as my responsibility to support my employees in times of crisis.

However, not many people think that way. In the past decades, corporate groups in particular have operated in such a way that prices were affordable for customers and maximum profit was achieved for themselves. This was completely at the expense of the employees in the form of poor working conditions and below-average wages. I can understand that many no longer want to put up with this and have changed jobs. The massive shortage of skilled workers at airports, in the catering industry and in many other areas is the result of this. Good work must be rewarded accordingly in order to keep good skilled workers in the company. This is also entrepreneurial thinking, but this realization seems to be only now slowly filtering through.

IC: What positive changes can currently be noted? If available...

MARTIN LIMBECK: Of course, it depends on the industry, but I have noticed that the reputation and value of sales is now rising again in the company. Whereas before the crisis the topic of sales was often treated as a side line, many decision-makers are now suddenly realizing: Whoops, sales is my best horse in the stable! I am convinced that we are currently in a phase of upheaval. In the future, only companies that focus completely on sales and transform themselves into a sales-driven company will survive.

IC: What can we look forward to with regard to the Sales Excellence Congress?

MARTIN LIMBECK: In my keynote, I will go into more detail about the "laws of selling". I am convinced that successful selling is not a question of talent or luck. A really good salesperson does his or her homework and knows what really matters from the acquisition to the closing question, even when the economic situation is challenging. Of course, sales skills alone are not enough. Today, the personality of the salesperson also plays a decisive role in building a long-term customer relationship. And by personality, I don't mean that you have to tell the customer what to say. But also having your own opinion and representing your views. Only zero has no rough edges!



Martin Limbeck is owner of the Limbeck® Group, business senator (EWS), Bestseller- author and member of the BVMW Federal Business Senate

He is one of Europe's leading experts on sales and sales leadership. The blended learning expert and four-time bestselling author has made it his mission to accompany companies together with his team in making their team fit for Next Generation Sales. Among other things, they support companies in

developing their digital sales strategy and integrating digital tools, AI and agile processes into existing sales structures.

The event will take place in German in Hotel Meliá Vienna. Click here for the German-language website of the congress Sales Excellence.

<https://www.sales-excellence.at/de>

For Further Information, please feel free to contact us!

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